PIANO
CLEVELAND

Piano Cleveland seeks a digitally savvy creative to join us as our **Digital Marketing Associate**!

Do you....

- Love taking a project from "we need this" to a polished, finished post, ad, or web page?
- Feel at home in Google Ads, social media platforms, and WordPress?
- Notice the broken link, the misaligned image, or the wrong date before anyone else does?

If you answered yes to these questions, we hope you will consider applying to join our team. Piano Cleveland is a small but mighty arts organization dedicated to promoting the future of piano music both in Cleveland and abroad. We are best known for our signature event, the Cleveland International Piano Competition (CIPC), in addition to presenting concerts and community engagement experiences for piano lovers of all ages and backgrounds.

The 2027 CIPC will be a particularly exciting year, with an expanded competition format, new artist development initiatives, and increased international visibility. This is a chance to help bring it to audiences in Cleveland and around the world.

Digital Marketing Associate

JOB PROFILE

As Piano Cleveland's Digital Marketing Associate, you will be the hands-on digital partner to the Director of Strategic Communications & Marketing. The Director sets the marketing strategy, messaging, budgets, and priorities; your role is to execute them. Working from creative briefs, you will produce graphics, keep our WordPress website current, build and monitor Google Ads and Meta campaigns, and support social media campaigns alongside our external social media partner. You will deliver finished, on-brand work accurately and on deadline, with good judgment about when to ask questions. As a member of our nimble and collaborative team, you will gain hands-on experience marketing one of the world's leading international piano competitions.

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RESPONSIBILITIES

Graphic design and production

- Create, resize, and adapt graphics for social, email, web, and advertising, working from creative briefs
- Capture, edit, and produce video suitable for social media channels
- Work from existing templates and brand standards; prepare print-ready files when needed
- Keep marketing assets and templates organized

Website (WordPress)

- Make routine content updates, including text, images, links, event, artist, and competition information
- QA pages for broken links, formatting, and mobile presentation
- Apply SEO and accessibility best practices as directed

Paid digital advertising (Google Ads and Meta)

- Build and update campaigns in Google Ads and Meta Ads Manager using the targeting, budgets, creative, and messaging set by the Director
- Upload and test creative variations; manage tracking links and UTM parameters
- Monitor performance, make routine optimizations as directed, and flag significant changes or issues
- Pull basic performance reports and keep campaign data organized

Social media

- Backfill social media campaigns not covered by Piano Cleveland's external social media partner, building and scheduling posts from approved messaging and content plans
- Set up social ads for assigned campaigns
- Coordinate with the social media partner so posting schedules and creative stay consistent
- Manage brand YouTube Channel based on organizational guidelines

Campaign and Summer Event Support

- Help maintain the marketing calendar and production timelines for concerts, competitions, fundraising, and artist programs
- Assist with email marketing production as needed
- During major summer competition events, provide rapid-turnaround graphics, website updates after results and announcements, and real-time updates as rounds progress

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QUALIFICATIONS AND SKILLS

- Hands-on experience with Google Ads
- Experience creating and scheduling social media content and setting up social ads for an organization, brand, or business
- Experience updating content in WordPress
- Working knowledge of Canva and/or Adobe Creative Cloud, with a strong eye for typography, layout, and brand consistency
- Comfortable using AI platforms, including Claude, in accordance with organization's Responsible Use of AI policy
- Detail-oriented with excellent organizational and time management skills
- Self-motivated and able to work independently and meet deadlines in a largely remote role
- Strong written communication skills
- Calm under pressure and willing to be a part of a collaborative and supportive team in a fast-paced creative environment

Preferred but not required:

- Experience with Meta Ads Manager and Google Analytics
- Experience with email marketing platforms
- Experience in arts, cultural, nonprofit, or event marketing
- Photography, video, or short-form social content production
- Ability to manage, organize, and maintain YouTube channel content
- Familiarity with SEO and website accessibility best practices
- Knowledge of classical music and/or piano music

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PAY, BENEFITS, AND SCHEDULE

- $40/hour; part-time, hourly (non-exempt)
- Approximately 10 hours per week to start, with the potential to grow to 20 hours per week based on the needs of the organization
- During Piano Cleveland's summer programming (typically July through early August), this position must be available to work on-site at 20 hours per week
- Outside of summer programming, this position is primarily remote with occasional on-site work. (Must be able to meet in-person at the Shaker Heights office when required.)
- Piano Cleveland's main programming season takes place in the summer, so the busiest times are March – August with the bulk of in-person and on-site scheduling occurring in July. This position must be available to work on site at 20/week during the 2027 CIPC (July 18 – August 8). Time will be compensated at the same hourly rate.
- Comfort with occasional time-sensitive requests and schedule adjustments during major events is a must

Piano Cleveland is an equal opportunity employer.

TO APPLY

Please send your resume, a cover letter detailing why you are interested in this position, and links to 2–3 examples of your work (social content, ad campaigns, graphics, or web pages) to Ryan Ireland, Director of Strategic Communications & Marketing, at ryan.ireland@pianocleveland.org.

Application Deadline: November 27, 2027